



UK



DUBAI
WORLD CHAMPIONSHIP
JUMEIRAH GOLF ESTATES



Dubai World Championships Case Study

GL events travelled to Dubai to partner with the inaugural 2009 Dubai World Championship, and spent three years providing temporary sporting event structures to the Championship, which took place at the Jumeirah Golf Estates, the United Arab Emirates' most luxurious residential golfing destination.

This brand-new event on the golfing calendar marked the climax of the European Tour's Race to Dubai. International event supplier GL events, an expert in golf hospitality solutions in UK and around the world, was selected to supply more than 6,000sqm of temporary structures based

on its ability to bring characteristic and innovative temporary event infrastructure to the region.

The GL events team supplied and erected temporary golf hospitality structures including numerous bars and dining areas, and a stylish, single-storey hospitality structure with a peaked roof and atrium ends. A temporary tented event village was constructed, featuring more than 20 small event structures and hard-sided pagodas, which served as temporary merchandise outlets, event shops, and pop-up restaurants, as well as temporary event administration hubs. A popular caddies' lounge was created for the Championship, along with a media and television centre.

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"GL events created a spectacular amphitheatre around the 18th green, perfectly complimenting the conclusion of the inaugural Race to Dubai. The Dubai World Championship was

a resounding success. GL events' commitment to the project in the planning stages, as well as its excellent end-product were fundamental to this achievement."

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